

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 3, 1998

RJR Account #204600

Mr. G. Louras
SAM FRANK, INC.

MARCH: WINSTON B2G1F / PROMOTION #800115

Dear Gus:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as 60 skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is not 'pre-sleeved' product.)

<u>WINSTON BRAND STYLE</u>	<u>#/ Cases B1G1F (6M)</u>	<u>B1G1F UPC Code</u>	<u>#/ Cases LIVE</u>	<u>LIVE UPC Code</u>
FF Box	<u>2</u>	12300-11226	<u>1 (12M)</u>	12300-11212
Light Box	<u>4</u>	12300-11926	<u>1 (6M)</u>	12300-11906
Ult Lt Box	<u>2</u>	12300-70326	<u>1 (6M)</u>	12300-70306

Product / Premium Arrival:

February 23, 1998

Ship Date to Retail:

Week of: March 9, 1998

DISPLAY DETAIL (#538994)

SKU CUBE:

1.6700

SKU WT (w/o Product):

4.5000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$2,496.19

PARTNERS 'BONUS' REPORTING DESCRIPTION

'WIN MAR B2G1F'

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-2-
B1G1F
SAM FRANK, INC.

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE
B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF
SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO
RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:

*** 4 CARTONS:**

2 WINSTON LT BOX

1 WINSTON FF BOX

1 WINSTON ULT LT BOX

EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This
equates to \$112.00 (4 (12M) case(s) @ \$28.00). Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

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WHOLESALER : 204600 SAM FRANK, INC. <DIRECT>
 TEMPLATE : 800115 80300 WIN MAR B2G1F
 TEMPLATE SEQ : 0033
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162325	021824	WILLY'S VARIETY	GAGE STREET	BENNINGTON	VT	05201	1				(802)442-2223
162302	162320	086858	FAIRHAVEN MOBIL	MAIN ST	FAIR HAVEN	VT	05743	2		5247-0000		(802)265-8328
162302	162325	114536	YOTTS MKT	600 GAGE ST	BENNINGTON	VT	05201	1				(802)442-2221
162302	162325	114548	SALEMS MKT	MAIN ST	BENNINGTON	VT	05201	2				(802)442-6856
162302	162325	114599	WAYSIDE CNTRY STORE	RT 313	WEST ARLINGTON	VT	05250	1				(802)375-2792
162302	162320	295175	POULTNEY SNACK SHOP	12-14 MAIN ST.	POULTNEY	VT	05764	1		5247-0000		(802)287-2059
162302	162325	361067	RIVER STREET VARIET	138 RIVER ST	BENNINGTON	VT	05201	1				(802)442-1553
162302	162320	699047	HEALD'S CITGO	2 BEAMAN ST	POULTNEY	VT	05764	1				(802)287-4000
162302	162325	760490	VILLAGE MARKET	RT 7	POWNAL	VT	05261	1				(802)823-4020
162302	162320	760741	LIBERTY MARKET	LIBERTY ST	FAIR HAVEN	VT	05743	1				(802)265-3820
162302	162320	776167	WELLS TRADING POST	ROUTE 30 BOX 56	WELLS	VT	05774	3				(802)645-0425
162302		759914	CHARLIES MOBIL	NORTHSIDE DRIVE	BENNINGTON	VT	05201	1				(802)442-8921
162302		760294	WINCHESTERS STORE	RT 7	POWNAL	VT	05261	1				(802)823-5258
162302		760628	BENMONT STOP N SHOP	BENMONT AVE	BENNINGTON	VT	05201	1				(802)442-9465
163802	163829	114301	GREG'S MEAT MARKET	3 ELM ST	MIDDLEBURY	VT	05753	1				(802)388-2162
163802	163828	563527	BEER KING	57 CRESCENT ST	RUTLAND	VT	05701	1				(802)773-3350
163802	163828	623948	TERRILL BEVERAGE	TERRILL ST	RUTLAND	VT	05701	1			527	(802)775-1652
163802	163828	086859	PLAZA MOBIL	EVELYN ST	RUTLAND	VT	05701	1		5247-0000		(802)775-9903
163802	163828	114505	GAGGIGES MKT	172 GRANGER ST	RUTLAND	VT	05701	1				(802)773-9898
163802	163825	198562	MIDWAY FOOD MART	RTE 106 & MAPLE S	N SPRINGFIELD	VT	05150	1		5247-0000		(802)886-2329
163802	163828	319338	PARK MOBIL	5 N MAIN ST	RUTLAND	VT	05701	1		5247-0000		(802)773-3971
163802	163828	419552	WEST STREET MOBIL	WEST ST	RUTLAND	VT	05701	1		5247-0000		(802)775-6355
163802	163829	466647	MIDDLEBURY GULF	16 QUART STREET	MIDDLEBURY	VT	05753	1		5247-0000		(802)388-4373
163802		515853	CASTLETON THRIFTY	RTES. 30/4	CASTLETON	VT	05735	1		5247-0000		
163802	163828	572045	BOB'S TEXACO	93 WOODSTOCK AVE	RUTLAND	VT	05701	1			000503	(802)775-2413
163802	163829	759629	MIDDLEBURY DISC BEV	ELM STREET	MIDDLEBURY	VT	05753	1			2269	(802)388-0068
163802	163828	759647	MIDWAY MOBIL	SOUTH MAIN ST	RUTLAND	VT	05701	1		5247-0000		(802)775-7628
163802	162320	760629	WALLINGFORD MOBIL	ROUTE 7	WALLINGFORD	VT	05773	1		5247-0000		(802)446-2257
163802	163828	760685	OTTER VALLEY GROCER	RTE 7	BRANDON	VT	05733	2				(802)247-3881
163802	163825	964015	BENNY'S SUNOCO	RTES 11 & 103	CHESTER	VT	05143	2				(802)875-2728
163802	163825	964312	HARRINGTON'S MARKET	MAIN ST BOX 22	N SPRINGFIELD	VT	05150	1			000713	(802)886-2639
163803		624010	JOE'S DISCOUNT	RIVER ST	SPRINGFIELD	VT	05156	1			000711	(802)885-3555

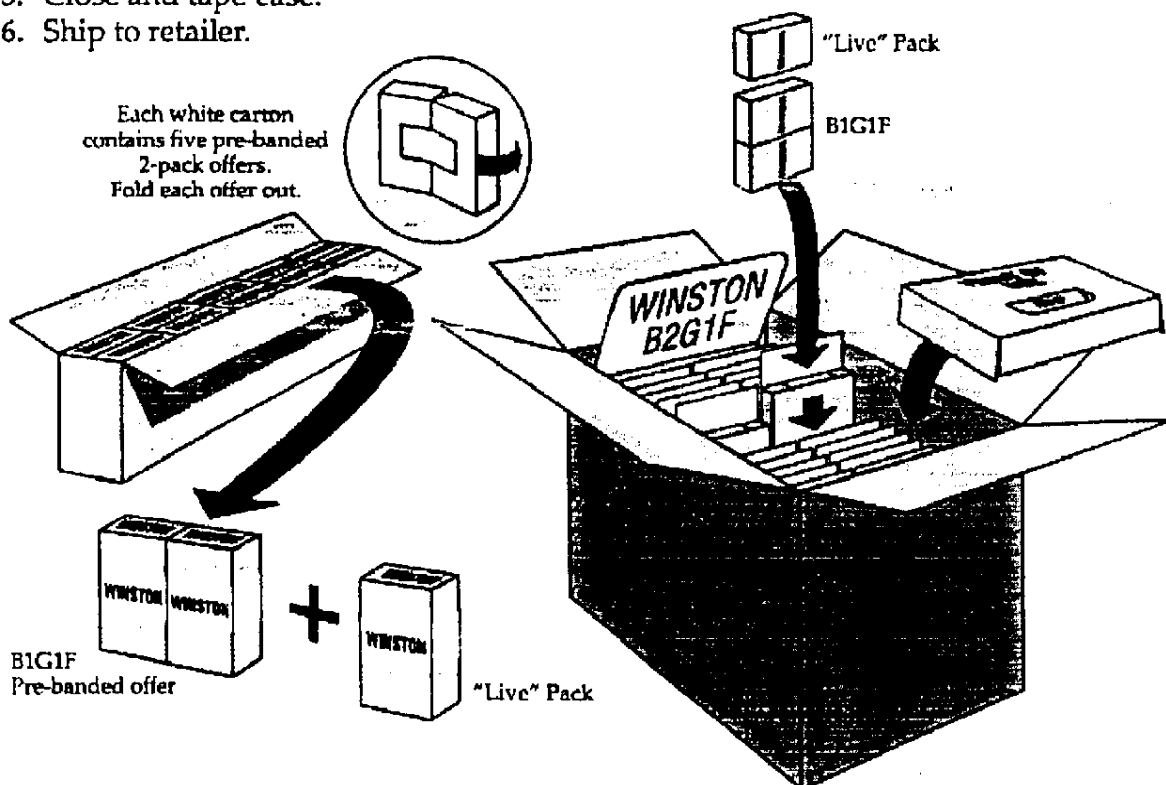
PAGE BREAK TOTAL ACCOUNTS 32 TOTAL QUANTITY 38

TEMPLATE TOTAL ACCOUNTS 32 TOTAL QUANTITY 38

***** END OF REPORT FOR PROMOTION 800115 *****

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98****March WINSTON B2G1F***(Buy 2 Packs Get 1 Free)***STEPS**

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston ULt. Lt. Box.
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.

**Item: # 538994****Promotion Reporting Description: WIN MAR B2G1F**

Brand Style	LT BOX	FF BOX	ULT LT BOX			
Number of Cartons	2	1	1			

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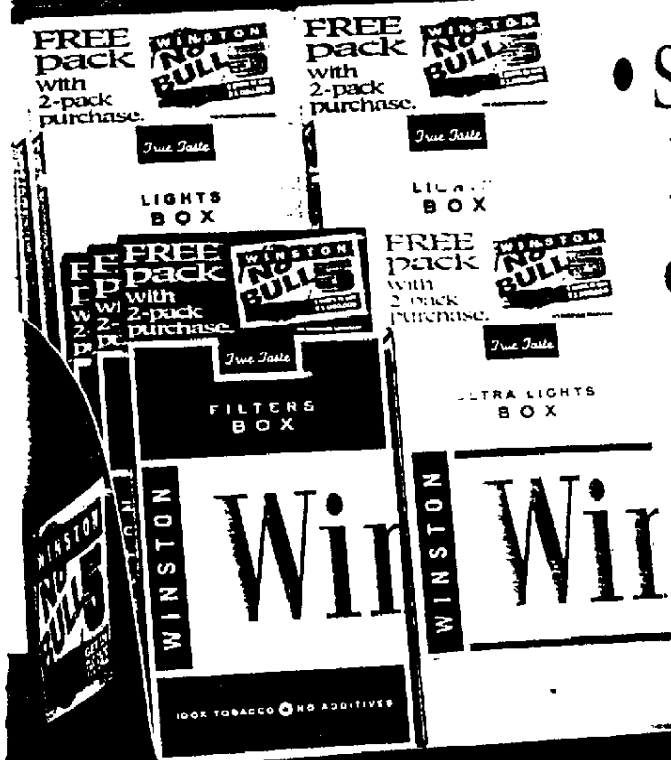
FREE pack with 2-pack purchase

Smoke this
FREE pack

with 2-pack
purchase

- Kick off March with this offer:
Buy 2 packs. Get one free.
- Special packaging in Full Flavor,
Lights and Ultra Lights Box Styles.
- Dramatic counter display
and poster.
- Another No Bull 5 way to
build traffic.

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Winston

